

Abstract of the Invention

A machine for folding and applying inserts onto consumer goods such as cigarette packs comprises a continuous roll of preprinted inserts and a transverse cutter assembly for cutting insert segments from the continuous roll. Each insert segment includes a pair of side-by-side preprinted inserts. A buckle folder receives each cut insert segment and folds that segment along at least one transverse fold line. A longitudinal cutter assembly longitudinally cuts each folded insert segment into two individual inserts. A transport system serially receives the individual folded inserts and moves the inserts along dual diverging paths where a pair of spaced apart lug belt conveyors receives the inserts from the discharge end of the transport system. Each lug belt conveyor includes spaced apart transverse lugs along the length thereof against which the inserts are positioned. A pair of spaced apart applicator wheels transfers the inserts from the conveyors onto spaced apart consumer goods traveling past the applicator wheels.